Motivations

1. Good opportunity for full development pipeline process

Ideas

1. Hardware seems not plausible.
2. Website (hosted on server, e.g. Instagram.com) VS native apps (e.g. Instagram app)
   1. Local computer, server, data center, electricity network all complicated for the former
3. Go to lower level (e.g. coding) or local level [software running on computer, etc.]
   1. CPU usage warning, too much energy warning & then shuts down computer
4. [PROGRAMMERS] pyTA or Grammarly but for energy efficiency. E.g. if you are using a package, the service tells you which method is the most efficient for the task you are currently doing.
5. [GENERAL PUBLIC]Service that tells a person accessing a website on browser how much energy is consumed to open it **on the user side**. Companies can advertise environmentally friendly websites.
   1. Some websites use user’s computer to mine crypto. Put this as a **red flag** for the website and tell the user. Other **red flags** could be the font type, non-compressed images,
   2. This service should be purposely built for website’s visitor, not the website’s creator (too hard to investigate all the details)
   3. Make as a Chrome extension
   4. Make it focused on the user so it’s more interactive and fun for the user.
   5. At Rick’s company, coworker uses network of computers to mine crypto.
   6. Look at sustainability reports for companies; can compare between competitors → transform to a score between 0-100.
   7. **Website Limitation:** It’ll be difficult for us to determine a website’s eco-friendliness due to all the work that goes on behind the scenes (processing videos, etc.). We only have access to tip of the iceberg.
   8. **Can use inspect element for performance insights**
6. Something like Brave web browser (blocks ads, etc; crypto-based browser that gives users money)
7. Monetize product by offering subscriptions(?), or selling to companies to show they are ecofriendly and rank highly in our product
   1. Can have this take the form of popups/badge on the company’ website or on our apps leaderboard [can also have them compare to competitors]

**Research Stage 2:**

Which factors are we looking at? -> We should do research on what Chrome allows us to inspect.

* Animations, pictures, non-static html etc. red flag that appear in a popup. Can translate to a /5 star rating in the end.
* Don’t need to attach to

Moving Forward:

* How to create a Chrome extension
* How to scrape data (html using inspect element?)